WHAT IS CLAIMED IS:

1. An advertisement posting system comprising:

an advertisement-cost calculation unit calculating the cost of an advertisement in consideration of a geographical factor; and

an advertisement posting unit posting the advertisement on an information terminal in a manner related to the geographical factor.

2. An advertisement posting system comprising:

an advertisement-cost calculation unit calculating the cost of an advertisement in consideration of a geographical factor and a status of use of the advertisement related to the geographical factor;

an advertisement posting unit posting the advertisement on an information terminal in a manner related to the geographical factor; and

a status-of-use acquisition unit acquiring the status of use of the advertisement related to the geographical factor.

3. An advertisement posting system comprising:

an advertisement-cost calculation unit calculating the cost of an advertisement in consideration of a geographical factor and user information of the advertisement;

an advertisement posting unit posting the advertisement on an information terminal in a manner related to the

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geographical factor; and

a unit designating or acquiring the user information of the presented advertisement.

4. An advertisement posting system comprising:

an advertisement-cost calculation unit calculating the cost of an advertisement in consideration of a temporal factor; and

an advertisement posting unit posting the advertisement on an information terminal in a manner related to the temporal factor.

5. An advertisement posting system comprising:

an advertisement-cost calculation unit calculating the cost of an advertisement in consideration of a temporal factor and a status of use of the advertisement related to the temporal factor;

an advertisement posting unit posting the advertisement on an information terminal in a manner related to the temporal factor; and

a status-of-use acquisition unit acquiring the status of use of the advertisement related to the temporal factor.

6. An advertisement posting system comprising:

an advertisement-cost calculation unit calculating the cost of an advertisement in consideration of a temporal factor and user information of the advertisement;

an advertisement posting unit posting the advertisement on an information terminal in a manner related to the temporal factor; and

a unit designating or acquiring the user information of the presented advertisement.

7. A method of calculating an advertisement cost in a system for posting an advertisement on an information terminal in a manner related to either or both of a geographical factor or temporal factor comprising:

at the time of cost estimation for the advertisement or agreement for the advertisement, inputting information regarding either the geographical factor such as location or region in which the advertisement is to be posted, or the temporal factor such as time slot, type of day, or season in which the advertisement is to be posted, or both of the geographical factor and the temporal;

referring to a base cost calculation table on the basis of the input data, the base cost calculation table storing a base cost of the advertisement which is set in advance to be related to either the geographical factor or the temporal factor or both of the geographical factor and the temporal factor; and

calculating the cost of the advertisement on the basis of data obtained through reference of the base cost calculation table and in accordance with either or both of the geographical factor and the temporal factor.

8. A computer readable record medium which stores a program for calculating an advertisement cost in a system for posting an advertisement on an information terminal in a manner related to either or both of a geographical factor and the temporal, the program causing a computer to execute:

at the time of cost estimation for the advertisement or agreement for the advertisement, processing for inputting information regarding either the geographical factor such as location or region in which the advertisement is to be posted, or the temporal factor such as time slot, type of day, or season in which the advertisement is to be posted, or both of the geographical factor and the temporal factor;

processing for referring to a base cost calculation table on the basis of the input data, the base cost calculation table storing a base cost of the advertisement which is set in advance to be related to either the geographical factor or the temporal factor or a combination of the geographical factor and the temporal factor; and

processing for calculating the cost of the advertisement on the basis of data obtained through reference of the base cost calculation table and in accordance with either or both of the geographical factor and the temporal factor.

9. An advertisement posting system comprising:

an advertisement-cost calculation means for calculating the cost of an advertisement in consideration of a

geographical factor; and

an advertisement posting means for posting the advertisement on an information terminal in a manner related to the geographical factor.

10. An advertisement posting system comprising:

an advertisement-cost calculation means for calculating the cost of an advertisement in consideration of a geographical factor and a status of use of the advertisement related to the geographical factor;

an advertisement posting means for posting the advertisement on an information terminal in a manner related to the geographical factor; and

a status-of-use acquisition means for acquiring the status of use of the advertisement related to the geographical factor.

11. An advertisement posting system comprising:

an advertisement-cost calculation means for calculating the cost of an advertisement in consideration of a geographical factor and user information of the advertisement;

an advertisement posting means for posting the advertisement on an information terminal in a manner related to the geographical factor; and

a means for designating or acquiring the user information of the presented advertisement.

12. An advertisement posting system comprising:

an advertisement-cost calculation means for calculating the cost of an advertisement in consideration of a temporal factor; and

an advertisement posting means for posting the advertisement on an information terminal in a manner related to the temporal factor.

13. An advertisement posting system comprising:

an advertisement-cost calculation means for calculating the cost of an advertisement in consideration of a temporal factor and a status of use of the advertisement related to the temporal factor;

an advertisement posting means for posting the advertisement on an information terminal in a manner related to the temporal factor; and

a status-of-use acquisition means for acquiring the status of use of the advertisement related to the temporal factor.

14. An advertisement posting system comprising:

an advertisement-cost calculation means for calculating the cost of an advertisement in consideration of a temporal factor and user information of the advertisement;

an advertisement posting means for posting the advertisement on an information terminal in a manner related

to the temporal factor; and

a means for designating the user or acquiring

information of the present.